

Message Text

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UNCLAS BUCHAREST 6322

USDOC FOR BEWT/TPD; USIA FOR ICS/E

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SUBJECT: CLOSING DAY REPORT, BUCHAREST FAIR

1. BUCHAREST INTERNATIONAL FAIR
OCTOBER 16-25, 1976
BUCHAREST, ROMANIA

2. NUMBER OF COMPANIES SEEKING SALES AGENTS AND DISTRIBUTORS---5

A. NUMBER APPOINTED 2
B. NUMBER UNDER NEGOTIATION 2

3. SALES
OFF FLOOR DOLLARS 210,400
12 MONTH PROJECTION DOLLARS 9,235,000
1 NEGOTIATION STILL UNDERWAY FOR GEHL COMPANY FOR POSSIBLE
SALES OF DOLLARS 30,000.

4. 150,000 FAIR VISITORS
125,000 U S EXHIBIT VISITORS

5. UNUSUAL OR OUTSTANDING SUCCESSES.

EXHIBITORS COMMENTS: (A) BURR-BROWN QUOTE CONTACTS MADE WERE
VERY GOOD, WE WERE SURPRISED AT THE QUALITY. THE EVENT, DESPITE
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COLD, WAS A GREAT SUCCESS (NOT FOR PUBLICATION) END QUOTE.

(B) CONTINENTAL CAN: QUOTE ALTHOUGH CCIC MUST BE CLASSIFIED AS OLD-TO-MARKET, THIS PROMOTION GAVE US SIGNIFICANT PENETRATION TO MINISTRY AND END-USER LEVEL. WOULD LIKE TO ADD THAT EXTRAORDINARY WEATHER CONDITIONS LIMITED ATTENDANCE DURING FIRST HALF OF FAIR AND ESPECIALLY RESTRICTED VISITS OF AGRICULTURAL AND FOOD PROCESSING END-USERS, WHICH WAS UNFORTUNATE SINCE EXCELLENT ADVANCE WORK APPEARED TO HAVE BEEN DONE BY THE EXHIBIT DIRECTOR AND HIS TEAM IN COORDINATION WITH THE U S EMBASSY STAFF. I AM SURE THAT THIS ADVANCE WORK WILL BEAR FRUIT OVER THE LONG TERM. CONTINENTAL WILL SERIOUSLY CONSIDER FUTURE PARTICIPATION WITH COMMERCE IN EASTERN EUROPE. END QUOTE.

6. TOTAL NUMBER OF EXHIBITORS.

A. NEW TO EXPORT 0
B. NEW TO MARKET 9
C. OLD TO MARKET 7
D. FULLY ACHIEVED PRIMARY MARKETING OBJECTIVE 11
E. PARTIALLY ACHIEVED PRIMARY MARKETING OBJECTIVE 5
F. FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE 0
G. NUMBER OF US EXHIBITORS WITH REPS ATTENDING FROM U S 8

7. NO REPS FROM REED-JOSEPH ATTENDED. BOOTH WAS ATTENDED BY INTERPRETER UNTIL SUPPLY OF LITERATURE WAS EXHAUSTED. COMPANY HAD PIECE IN USIS CENTER CORE WHICH MINISTRY OF AGRICULTURE WISHED TO PURCHASE. HOWEVER NO PRICE OR MARKETING INFO AVAILABLE AND EQUIPMENT WAS TO BE USED BY USIS FOR FUTURE TOUR. WERNER LEHARA AND E W BLISS REPS LEFT 3 DAYS PRIOR TO CLOSING. BOTH STATED OBJECTIVES WERE FULLY ACHIEVED. NEITHER HAD EQUIPMENT ON DISPLAY.

8. MINISTER OF AGRICULTURE DID VISIT EXHIBIT ON SATURDAY OCT 23 FOR ONE AND A HALF HOUR PRIVATE TOUR. DEPUTY MINISTER OF AGRICULTURE VISITED EXHIBIT ON OCT 25.

9. EXHIBITORS WERE QUITE UNDERSTANDING IN FACE OF ARTIC CONDITIONS THROUGHOUT 10 DAY FAIR PERIOD (BELOW-FREEZING WEATHER, 50 KILOMETER PER HOUR WINDS, RAIN AND SLEET AND EXTREME DIFFICULTY OF HEATING DOME). MOST REALIZED THAT BECAUSE OF A DECLARED NATIONAL EMERGENCY, ALL AGRICULTURAL MINISTRY PERSONNEL UNCLASSIFIED

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(FOR MOST, THE ENDUSERS AND THE KEY DECISION MAKERS) HAD BEEN ASSIGNED TO COPE WITH THE EMERGENCY STARTING ON FIRST REAL BUSINESS DAY FOR THE FAIR. DURING LAST 3 DAYS OF FAIR WITH SLIGHT IMPROVEMENT IN THE WEATHER, NUMBER OF ENDUSERS AND DECISION MAKERS VISITING U S PAVILION, PICKED UP SUBSTANTIALLY SHOWING THAT MARKETING CAMPAIGN WOULD HAVE BEEN VERY EFFECTIVE, GIVEN NORMAL WEATHER CONDITIONS.

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